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B7J J63

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(56) Documents Cited

GB 2334932 A GB 2249423 A GB 1600364 A

US 5639524 A US 5080941 A US 5046543 A

(58) Field of Search

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(54) Abstract Title

**Shade device**

(57) A shade device, for application to a window of a vehicle, has an outer shape and material 2 which forms the shade within the outer shape is provided with printing matter 6 thereon to create a visual effect. The outer shape of the shade is linked to the printed matter applied to the shade material. The shade is applied with at least one sucker mounted therewith to allow the shade to be attached to the window. The material 2 is preferably mounted between a wire frame 4.

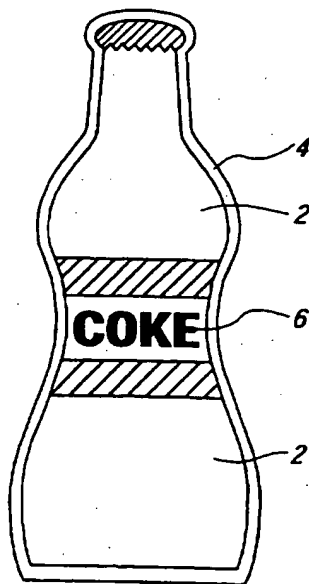


FIG. 1

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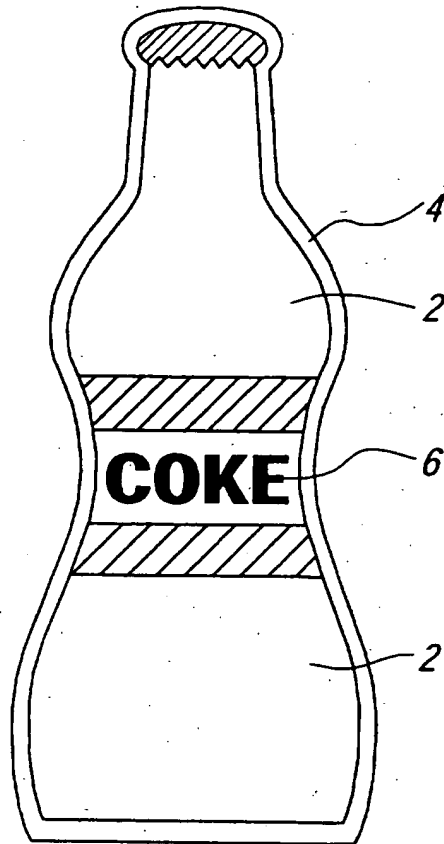


FIG. 1

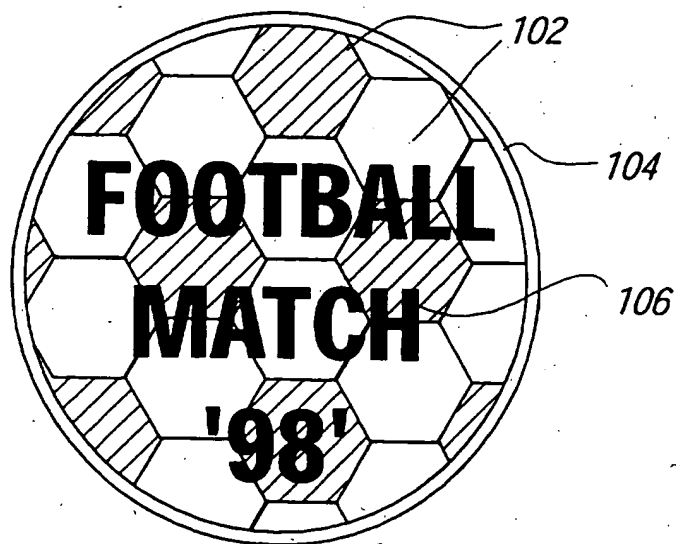


FIG. 2

Shade Device

The invention to which this application relates is a shade device of the type for application to a window of a vehicle or an article towed by a vehicle such as a caravan or the like.

The use of shade devices to be attached or be provided as integral parts of vehicle windows to provide a shading effect to the occupants of the vehicle is known. The use of shades is particularly prevalent with regard to providing shade for occupants of the passenger or rear seats of the vehicle and in particular with regard to children. One example of such a shade is manufactured from a net material which is a relatively close mesh and which material is suspended between a frame which can be coilable for storage purposes and expanded to a shade position.

However, such shades tend to have been used as purely functional and tend to be provided of a standard rectangular or substantially rectangular shape with little or no thought given to the appearance of the same.

The aim of the present invention is to provide a shade which has the function of providing a shading effect to occupants of a vehicle when applied or positioned on a window of the same and which shade also provides a visual effect so that the shade has a functional and visual aspect.

In a first aspect of the invention there is provided a shade for application to a window of a vehicle, said shade having an outer shape and in the material which forms the shade within said shape there is applied printing matter to provide the visual effect of the shade and wherein the outer shape of the shade is linked to the printed matter applied to the shade material.

In one embodiment the shape of the edge of the shade is dictated by a frame between which the shade material is supported. In one embodiment the frame is a length of wire and the shape of the same is determined by a passage formed in the shade material along which the wire passes to take the form of the passage. Typically the wire is resilient and formable to allow the same to take the form of a passage. Typically the shade material is provided with at least one sucker mounted therewith which allows the shade to be attached to the window and to be releasable when not required.

In one embodiment the location of the at least one sucker on the shade relates to the printed matter applied thereto. For example, if the printed matter was a pair of eyes and mouth, the sucker could be a nose.

In a further embodiment the at least one sucker is located at the edge of the frame. Typically the sucker is made from a resilient material such as rubber or plastic and comprises a suction portion to attach the same to the window and a clamping portion to clamp a portion of the frame to the sucker. The clamping portion can include a channel portion communicating with a slit-like opening. A portion of the frame can be forced through the slit-like opening and housed in the channel. The resilience of the material causes the sides of the clamping portion defining the slit-like opening to move towards each other once the frame is in the channel, thereby preventing the frame from becoming accidentally detached from the sucker.

An example of the invention is if the printed matter is a pair of eyes, nose and mouth, then the shape of the frame is of a head. In the preferred embodiment the printed matter represents advertising matter relating to a particular product, article or event so that when the shade is applied to the vehicle the printed matter is viewable by

persons within the vehicle and/or external of the vehicle thereby providing advertising view of the printed matter.

In one preferred embodiment the shape of the frame is linked to the advertising matter so that for example if a packet of sweets is advertised via the advertising matter, then the shape of the frame may be such as to mirror the normal shape of the packet of sweets or if the advertising matter is related to a particular drink, then the shape of the frame may take the form of a can or bottle, or if the advertising matter relates to an event such as a football match, then the shape of the frame may be that of a football, and so on.

In one embodiment the frame can be folded to form a coil, thereby allowing the shade to be easily stored when not in use.

It is believed that the invention of this application better provides a new derivative opportunity to provide advertising material on an article which also provides a function and it is envisaged that said shapes can be provided as a promotional item by the company or parties to whom the printed matter relates.

Specific embodiments of the invention are now described with reference to the accompanying drawings, wherein:-

Figure 1 illustrates a shade according to a first embodiment of the invention which is used to advertise a particular drink; and

Figure 2 illustrates a second embodiment of the invention wherein the shade is provided in a form to promote a football event.

Referring firstly to Figure 1, there is illustrated a shade according to one embodiment of the invention, wherein the shade comprises shade material 2 which is suspended between a frame 4. In this

embodiment the shade material has applied thereto printed matter 6 which relates to a particular form of soft drink which is normally sold in a bottle and so the frame takes the form of a bottle so that the shade overall has the shape of a bottle and the printed matter depicts the particular drink so that the shade forms in effect an advert for the soft drink.

Referring to Figure 2, there is illustrated a further embodiment of the invention wherein there is provided shade material 102 which is suspended between a frame 104 which in this embodiment takes the form of a ball and the printed material 106 on the shade material depicts a football and includes a reference to a football event.

Thus it will be seen that the shades of these embodiments and the many other possible embodiments provide a functional effect in that it continues to act as a shade for the occupants of a vehicle but also an advertising effect via the printed matter and/or shape of the article frame and this is both novel and inventive with respect to the prior art of which the Applicant is aware.

## Claims:-

1. A shade for application to a window of a vehicle, said shade having an outer shape and in the material which forms the shade within said shape there is applied printing matter to provide the visual effect of the shade and wherein the outer shape of the shade is linked to the printed matter applied to the shade material.
2. A shade according to claim 1 wherein the shape of the edge of the shade is dictated by a frame between which the shade material is supported.
3. A shade according to claim 3 wherein the frame is a length of wire and the shape of the same is determined by a passage formed in the shade material along which the wire passes to take the form of the passage.
4. A shade according to claim 4 wherein the wire is resilient and formable.
5. A shade according to any preceding claim wherein at least one sucker is mounted on the shade to attach the same to a window and to be releasable when not required.
6. A shade according to claim 5 wherein the location of the at least one sucker relates to the printed matter applied thereto.
7. A shade according to claim 5 wherein the at least one sucker is located at the edge of the frame.
8. A shade according to any preceding claim wherein the sucker comprises a suction portion to attach the same to the window and a clamping portion to clamp a portion of the frame to the sucker.

9. A shade according to claim 8 wherein the clamping portion includes a channel portion communicating with a slit-like opening, the portion of frame being held in the channel portion.
10. A shade according to any preceding claim wherein the clamping portion and the sucker portion are made from a resilient material.
11. A shade according the claim 10 wherein the resilient material includes rubber and/or plastics material.
12. A shade according to any preceding claim wherein the printed matter represents advertising matter relating to a particular product, article or event.
13. A shade according to claim 12 wherein the shape of the frame is linked to the advertising matter.
14. A shade according to any preceding claim wherein the frame can be folded to form a coil.
15. A shade for application to a window of a vehicle, said shade having an outer shape and in the material which forms the shade within said shape there is applied printing matter to provide the visual effect of the shade.





Application No: GB 9929608.9  
Claims searched: 1-15

Examiner: Keith Kennett  
Date of search: 7 April 2000

**Patents Act 1977**  
**Search Report under Section 17**

**Databases searched:**

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK CI (Ed.R): B7J; G5C ( CFF )

Int CI (Ed.7): B60J 1/20, 3/00, 3/02, 3/04; G09F 21/04

Other: Online: EPODOC, WPI, JAPIO

**Documents considered to be relevant:**

Category	Identity of document and relevant passage	Relevant to claims
X	GB 2334932 A ( ROVER ) see page 5 line 11 to page 7 line 14	1,12,13,15
X	GB 2249423 A ( TASKER ) see whole document	1,5,10-13,15
X	GB 1600364 ( FUTURAMA ) see page 1 lines 70-77	1,12,13,15
X	US 5639524 ( LIN ) see Figures 15 & 16	1,5,7,8,12,13,15
X	US 5080941 ( KOSOWAN ) see Figure 1 & column 2 lines 30-34	1,5,6,10-13,15
X	US 5046543 ( LEVY ) see Figure 1	1,12,13,15

X Document indicating lack of novelty or inventive step  
Y Document indicating lack of inventive step if combined with one or more other documents of same category.

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P Document published on or after the declared priority date but before the filing date of this invention.  
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